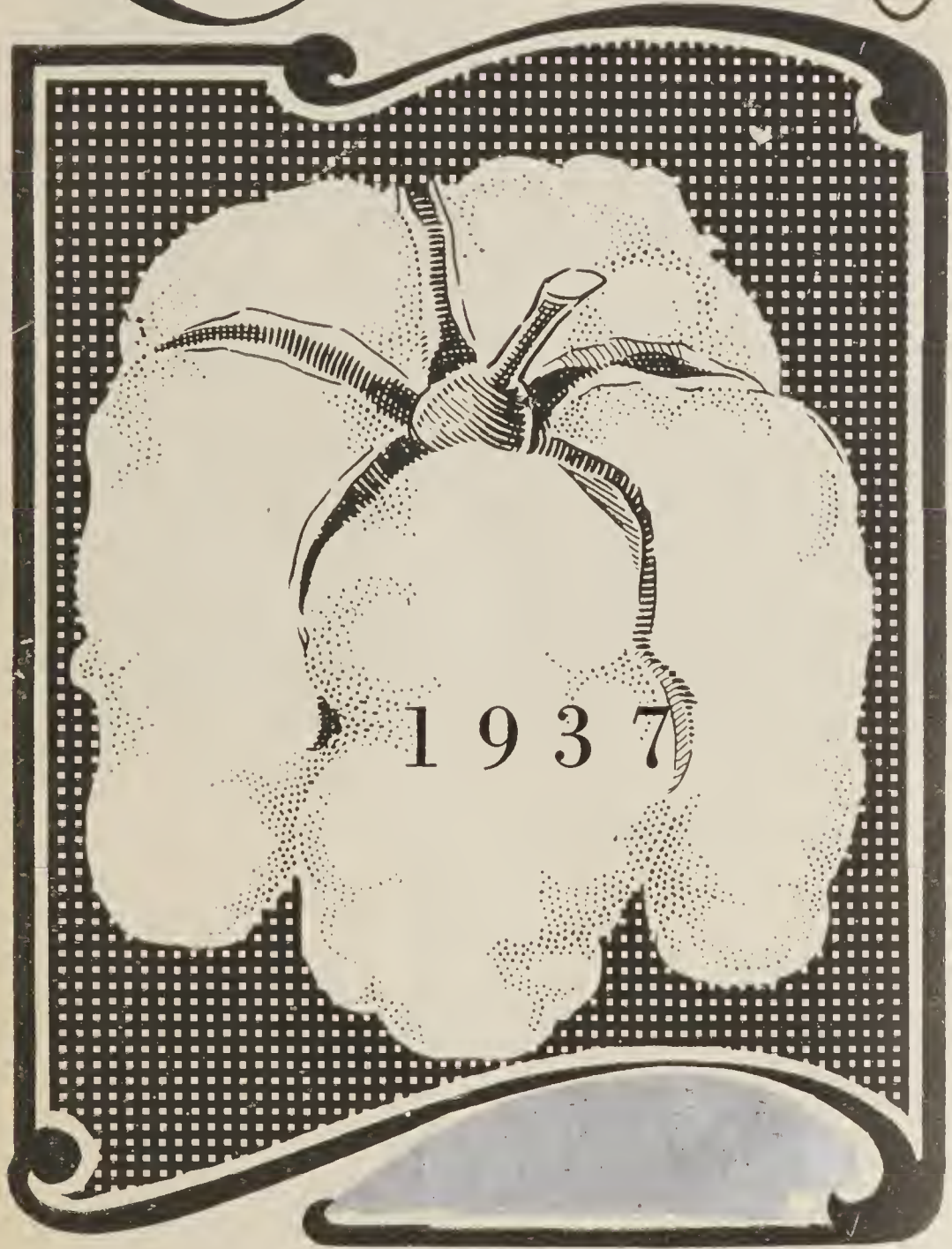


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Do not assume content reflects current scientific knowledge, policies, or practices.

Cotton



Russell-Heckle Seed Co.

Sales Store and Office, 16 So. Front St.
Wholesale Warehouse, Linden Station
Memphis, Tenn.



PURE BRED SEED ARE HALF THE BATTLE

Higher and higher yields are possible for you if you take advantage of the tireless, painstaking, scientific work that is constantly being carried on by the most efficient cotton Experiment Stations in the various States. Old varieties are being constantly improved through new strains, and new varieties are being developed—all of which mean more money in your pocket if you sell your old seed to the gin and plant each spring one of the pure-bred high yielding strains described herein.

We keep constantly in touch with this work all over the South, and as soon as a new variety has proven its worth and its seeds are available in commercial quantities, we offer them to our customers. We buy from breeders direct, and from growers who get breeders' stock and plant an entire plantation in one variety, and gin on their own private gin. Even our Half and Half Cottonseed is privately ginned, grown from originator's stock last spring.

MACHINE CULLED, GRADED AND CLEANED

After trying out all the cotton seed cleaners on the market, we felt better work could be done and built one of our own. Results have justified the expense. We take out hulls, loose cotton, trash, dirt, light weight immature seed. You would be amazed at what we remove from a ton of seed, even when the seed look very clean at first glance.

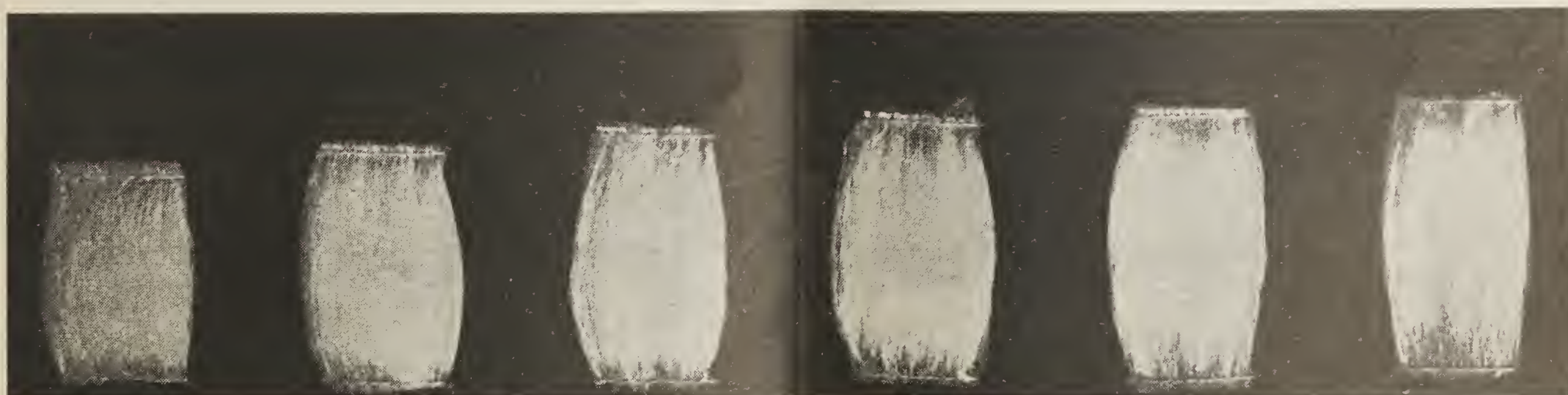
Therefore, the seed we ship are plump, full weight

uniform seed, clean of all trash; easy to plant, no clogging of planter which means a uniform stand of strong, vigorous plants (plump heavy seed produce strong plants, light weight seed produce weak, sickly plants, and we remove them). Our culled and graded seed require less seed per acre to obtain a stand, which is a saving, and they produce more cotton per acre, which means more profit to you.

INCREASED YIELDS POSSIBLE

With some form of acreage control or cotton production control in prospect for the next few years, it becomes more and more important to produce the most cotton on the least acreage. You can help a lot by

planting winter legumes and turning them under, and by more thorough cultivation of your growing cotton crop, but bear in mind, first and foremost—PURE BRED SEED ARE NECESSARY.



$\frac{7}{8}$ Inch

1 Inch

$1\frac{1}{16}$ Inch

$1\frac{1}{8}$ Inch Commercial

$1\frac{1}{8}$ Inch

$1\frac{1}{8}$ Inch Full

ORIGINATOR'S D. P. L. No. 11-A

(Delinted—Sacked in Originator's Bags)

The plantation of the Delta & Pine Land Company of Mississippi, at Scott, Mississippi, is in itself the largest cotton plantation in the world.

With this tremendous investment at stake the management early realized the necessity of not only having the best and most efficient equipment that money could buy, the most experienced and highest trained men money could hire, but that it was absolutely essential the most productive and perfect type of cotton should be planted.

In order to improve old varieties and if possible to develop superior new varieties, the Company, twenty years ago, established its own Experiment Station on the property at Scott, Mississippi, in every way comparable with the best Government stations.

After years of cross breeding and selection, the first distinct variety was produced and acclaimed throughout the entire cotton belt as the best cotton of its day. Never satisfied, however, the experts of this great Company strive each year for something a little better. The entire resources of its Experiment Department are devoted to the exclusive development of BETTER COTTON.

The culmination of twenty years of seed breeding is embodied in D. P. L. 11-A, hard and wiry staple from 1 inch full to 1 3/32 inch full when grown on better soil; exceptional spinning value, commands substantial premium, early, storm proof, disease resistant, medium foliage, marvelous lint yield (39 to 44%), nice boll, mostly five lock.

ORIGINATOR'S D. P. L. 11-A

(Sacked in Originator's Bags)

D. P. L. 11-A is the newest strain of the long line of famous D. P. L. cottons—better and better year after year. Fruits a little faster, even more uniform and standing at the head of the list.

Here is a brief description of D. P. L. 11-A given by the Delta Pine Land Company, originators:

"Exceptional spinning value. Commands substantial premium. Early, Storm proof, Disease resistant. Medium Foliage. Marvelous lint yield. Hard and wiry staple from 1 inch full to 1 3/32 inch full when grown on better soil. Nice boll, mostly Five Lock."

D. P. L. No. 11

Our grower in the Delta averaged over 1½ bales per acre on his entire crop of about 1200 acres this past year, and on one plot of eighty acres, over 2 bales per acre.

Think of it! His seed direct from the originator.

This past year D. P. L. 11 made sensational yields almost everywhere, both at the various experiment stations and on farms and plantations wherever planted, both in hill sections and in the Mississippi Delta. Add to such outstanding yields in the fields its large lint outturn at the gin, 40 to 42%, and staple length of 1 inch full to 1 3/32 on good soil, then you begin to realize why this cotton is so popular—it really "pays off". Vigorous plant, early maturity, picking qualities good, storm resistance good, quite resistant to wilt.

D.P.L. COTTONS DON'T QUIT

They will stand more drought and abuse and keep right on growing and fruiting than any other cotton in existence.

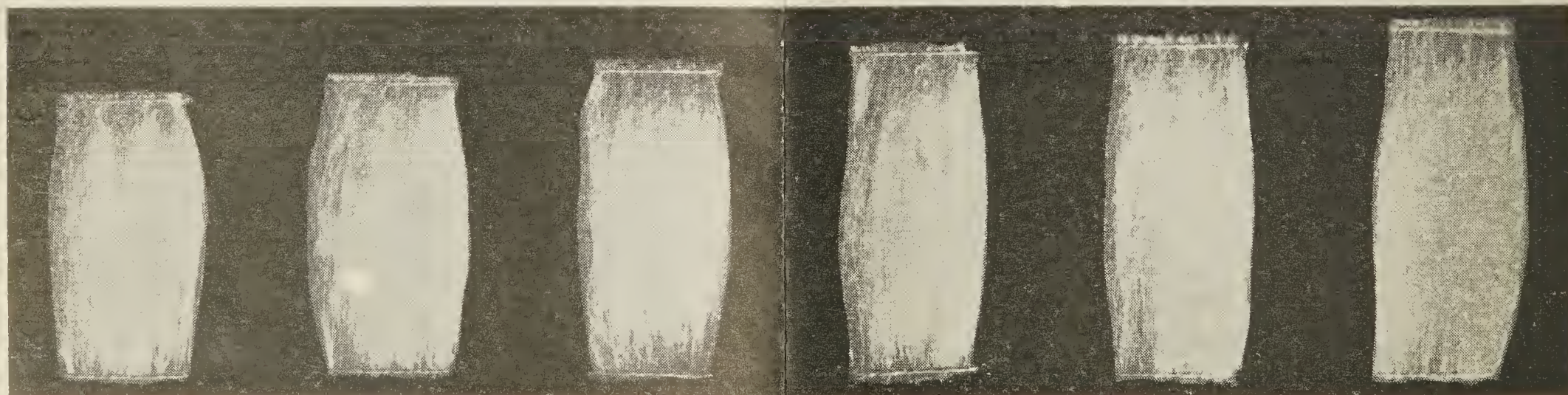
D. P. L. No. 10

The grower of our D. P. L. No. 10 cotton seed picked and ginned an average of slightly over 1¼ bales of lint cotton per acre on his entire plantation of about one thousand acres for 1934, 1935, and 1936. No wonder he has stuck to this variety, bought direct from originators.

D. P. L. 10 has a vigorous and spreading plant, very resistant to wilt, 36 to 38% outturn at the gin, lint length 1 to 1 1/16 inches, bolls large, 65 to 75 to the pound; early maturing, picking qualities excellent, storm resistance good.

Very resistant to wilt.

D. P. L. No. 11—80 ACRES, 200 BALES



1 3/16 Inch

1 1/4 Inch

1 5/16 Inch

1 3/8 Inch

1 7/16 Inch

1 1/2 Inch



D. P. L. No. 11—80 Acres—200 Bales

STONEVILLE 4-A

Our seed of this variety from one of the best known growers in the Delta section of Arkansas—one of the organizers and a former President of the Arkansas Pure Seed Growers Assn. His entire plantation is planted to this variety, his seed coming direct from the originator. Our grower's crop lived up to the claims made for this strain by the originator as an outstanding extra early, big boll cotton for very fertile soil, making about the biggest yield the plantation has yet produced.

A dwarfy, rather spreading plant, extra big, round boll, 50 to 60 to the pound; very prolific yielder, with lint outturn of 35 to 38 on hill land; 33 to 35 on valley land, staple of 1 inch to 1 3/32 inch on good soil, storm proofness excellent, foliage medium, resistant to wilt. Very popular in north half of Arkansas and southeast Missouri. Enormous yields have been obtained on uplands, with narrower rows and reasonably thick spacing, and some fertilizer if very thin soil.

STONEVILLE No. 5

Our grower of this variety owns one of the big plantations in North Mississippi Delta—planted a car of pedigreed Stoneville 5 on one entire place. Cutworms took his first planting and was very late getting crop up to a stand—was considerably worried but he's smiling now—Stoneville 5 produced a splendid crop of cotton for him.

An extra early semi-dwarf type, light foliage with large lint outturn, 38% to 40%, big boll, 70 to 75 per pound, length 1 1/32 to 1 3/32, picking qualities good, storm resistance excellent, picks easy, produces a good strong staple on poorest hill lands.

Ranks right close to D. P. L. 11, and one of the best cottons for upland soil conditions. Splendid for North Arkansas and Missouri, popular everywhere.

ROWDEN No. 1049

Our seed of this variety were produced on rich, Delta soil in Mississippi County, Arkansas. Plenty of moisture and pedigreed seed obtained from Experiment Station made possible an enormous crop—better than a bale per acre. Fine grade of tough texture lint of full 1 1/32 staple brought a good premium in price, making a most profitable crop. Our grower expects to plant his entire place in Rowden No. 1049 again next spring for this improved strain has brought him improved money returns per acre for past two years.

A very big, round boll variety, 63 bolls to the pound, the kind that pickers like to pick, yet extremely storm proof; lint percentage 34 to 36; 1 to 1 1/16 inch staple, early maturing and a wilt resistant variety. The prettiest big white seed of any variety we know.



Field of Imp. Rucker Big Boll

IMP. RUCKER BIG BOLL

This is another Georgia developed variety that has made many friends over here, and the description below tells why. Rucker has a decidedly big boll, and is a very quick making cotton; the plant is small and light foliage allows sunlight to get in. Cotton pulls about 1 inch with a good grade of fibre, picking qualities very good, gin outturn average 40 percent.

Our grower obtained his seed this last spring from the originator and look what he did—picked 111 bales from one field of 72 acres before end of October. Our seed ginned on private gin, seed very uniform, small, and go a long way in planting.

SUMMEROUR'S HALF AND HALF

Direct from the originator in his own printed bags—every bag already treated with 2% Ceresan.

So many requests came to us from our customers for the originator's seed that in 1936 we put it in stock, and in spite of its high price we had orders for over three thousand bushels—more than we could supply. We will therefore stock it again this year. Order early so you won't be disappointed; we sold out last year before season had half started.

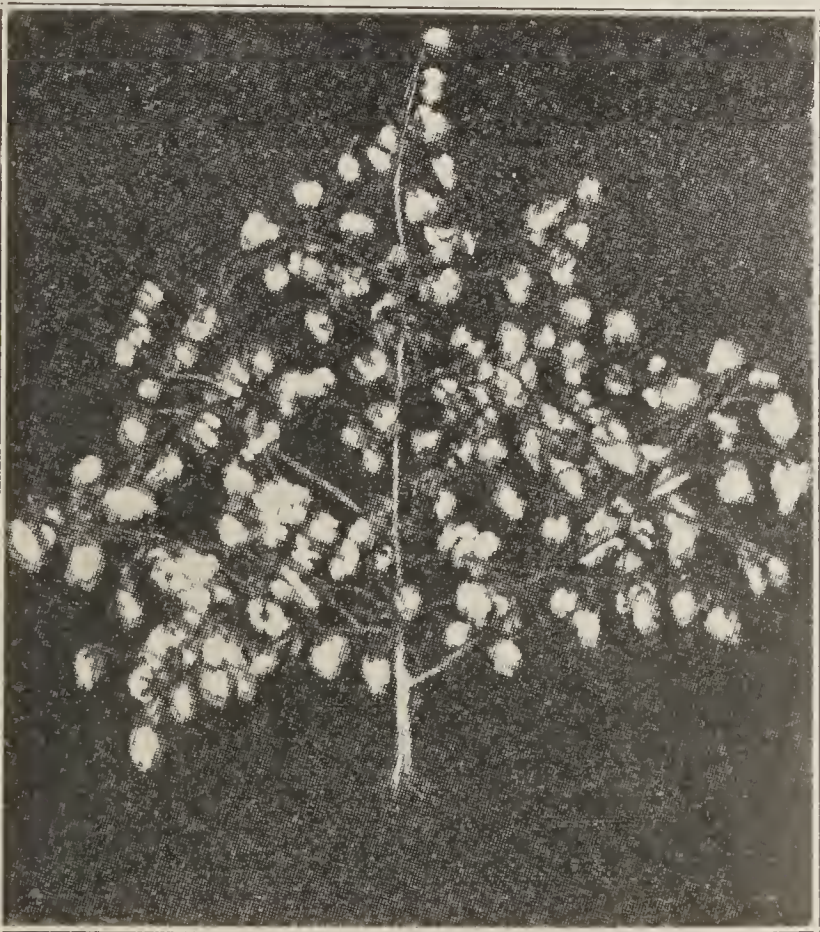
Here is Mr. Summerour's brief description:

"It has a strong, vigorous stalk, with medium size leaves and many fruit limbs which begin to fruit early and rapidly. It opens as early as the earliest types. The bolls are medium size, mostly five lock, averaging from fifty-five to sixty per pound. Most of the bolls are round like a ball. The seed are very small and will plant a great deal more per bushel than most other varieties. It is a hardy cotton; stands the cold spring better than the average cotton, and on account of its extra-rooting system, its drouth-resistant qualities are remarkable."

Mr. Summerour sent us a few of his late gin records:

Weight Seed Cotton	Weight Bale	Percent Lint	Weight Seed Cotton	Weight Bale	Percent Lint
1,085	532	49.0	1,025	525	51.2
1,050	517	49.1	1,100	510	46.3
1,120	546	48.8	1,310	638	48.7
1,145	566	49.5	1,025	518	50.5
1,186	578	49.0	855	437	51.1
1,100	540	49.0	975	507	52.0
1,090	525	48.1	1,050	522	49.7
977	492	50.3	1,025	508	49.5

Letter after letter to Mr. Summerour from his customers all over the South show they obtained same lint percentages. We shall be glad to quote you prices on Genuine Summerour's Half & Half.



Summerour's Half and Half

SUMMEROUR'S HI-BRED

Direct from the originator in his own printed bags—every bag already treated with 2% Ceresan.

We have a very limited amount only of Mr. Summerour's New Hi-Bred Cotton Seed. The same general excellence as his Half and Half.



Field Our Arkansas Grown Half and Half

HALF AND HALF (Ginned on Private Gin)

Just what we have been trying to obtain so long—pure Half and Half, privately ginned, that we could sell at reasonable price. A big plantation company in Arkansas planted their entire crop the past Spring in Summerour's Half and Half seed direct from the originator in Georgia, have their own gin, and ginned for no outside people. By the way, the seed for the entire plantation were treated with 2% Ceresan, with such splendid results that they say they never expect to plant a row of cotton without treating the seed with 2% Ceresan. The reason—freedom from all the various fungus and other plant diseases that damage cotton every year, causing plants to shrivel and die, consequently poor stands and poor yields. Ceresan treatment brought almost a perfect stand and a truly wonderful crop.

Half and Half is probably the most "cussed out" cotton known. Experiment stations over here do not recommend it and cotton mills claim it is too short to be desirable. In spite of this, farmers demand this variety in hill sections, and make a good living out of it year after year. They receive almost as much per pound for the lint as for other short cottons, and a whole lot bigger turn-out at the gin. The originator claims from 45% to 50% lint.

The seed are uniform in size and color and free from the little black lintless seed that are so prevalent and so troublesome in the usual Half and Half ginned on public gins. We are proud to offer these privately ginned seed.

MISSDELL 4

We agree with the originator of the famous Delfos cottons that Missdell 4 is the best all around staple cotton yet produced; and our strain is an improvement and refinement of the original variety. Our grower produced slightly over a bale and a quarter per acre for three years straight on 1100 acre plantation. What a boost for pure-bred seed and this variety in particular.

Type dwarf and hardy, and about the earliest cotton grown—gets off quickest of any on heavy black land, where it averages 34 to 37% lint percentage and $1\frac{1}{8}$ to $1\frac{3}{16}$ inches length; on hill land 36 to 40% outturn and $1\frac{1}{32}$ to $1\frac{3}{32}$ inch staple.

COKER'S FOSTER 6

One of the most popular cottons bred by Coker Pedigreed Seed Farms in Carolina and has given splendid results in Delta section of Arkansas. Here's why: very small stalk, open growing, small leaves let the sun in for extra quick maturing. Bolls large, 68 to 70 per pound, open wide and fluffy, picking quality good, staple $1\frac{1}{8}$ to $1\frac{3}{16}$ inch, very prolific. If your soil grows too much weed, try this cotton. Our seed, privately ginned—only small amount available.



How's This for a Field of Long Cotton?



Field of Delfos 531-A

DELFOS 531-A

An extra long strain of Delfos for extra fertile soils. In lower Delta produced same length as Wilds cotton on same plantation in 1935, yet very much earlier, therefore, very much safer. Our seed produced in Delta section of Mississippi County, Arkansas, from pedigreed seed, ginned on private gin—never plant any public ginned seed, particularly extra long staple where slightest mixture is fatal.

Only very limited stock of these seed available.

DELPRESS No. 3-35

Our grower of this cotton located in North Mississippi Delta, planted an entire place in pedigreed seed of this strain. He wanted a wilt-resistant variety, and he got without a doubt the best wilt resistant variety known today.

Delpress is storm resistant but unlike its Express parent, has fine picking qualities, light foliage, open vigorous type, very early maturity, 65 to 70 bolls make a pound, lint percentage 33 to 35% in Delta, 35 to 38% on hill land. Staple $1 \frac{1}{16}$ to $1 \frac{1}{8}$ hill land, $1 \frac{5}{32}$ to $1 \frac{3}{16}$ on Delta soil. Excellent for thin or badly diseased soils, and a very high producer.

Only a limited stock of these seed available.

Cotton Fertilizer

Indications are that much more fertilizer will be used this next spring than last year.

'AERO' GRANULAR CYANAMID

Contains 21% Nitrogen

Each ton contains the equivalent of 1245 pounds of limestone. Put down 150 pounds or more per acre.

We are carload distributors for Tennessee on Cyanamid, and can quote delivered price to any Tennessee point any day. We carry stock in our Linden Station Warehouse for delivery to customers in any State who need less than a car. Cyanamid may be applied any time between February 1st and a few days before planting date, just so the seed are not planted in direct contact with fertilizer.

NITRATE OF SODA

16% Nitrogen

Stocks in our Linden Station Warehouse for local shipments. Ask for carload price delivered your station.



Granular "Aero" Cyanamid Flows Like Birdshot

TIME TO WAIT BEFORE PLANTING

The waiting-period after applying Cyanamid, before planting seed or young plants, is 1 day per 100 pounds per acre for broadcast applications plowed under with organic materials; 3 days per 100 pounds for applications broadcast over plowed soil and 6 days per 100 pounds for row applications. Double the above waiting-periods for sandy or gravelly soils.

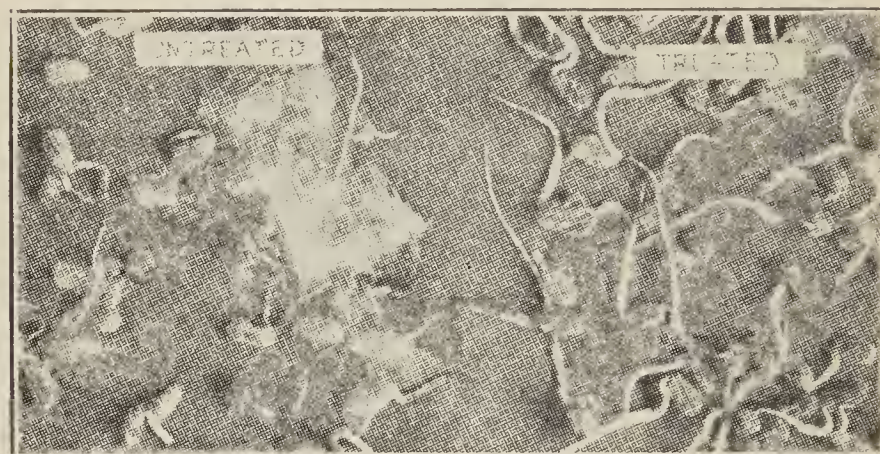
2% CERESAN

You can increase your cotton profits 10 to 20% by obtaining full stands of healthy plants. Every grower knows how often poor stands cut down his yields and profits.

Poor stands are usually due to two causes: The seed rots in the soil; or the seedlings are killed by sore-shin or damping-off. These troubles are caused by molds (fungi) present on most seed and in nearly all soils. Now you can secure better stands of cotton if you will use the simple 2% Ceresan method of protecting the seed.

WHAT 2% CERESAN DOES

2% Ceresan is an effective dust seed disinfectant for the treatment of cotton seed before planting.



2% Ceresan checks surface seed-borne molds, which often are responsible for seed decay

Reduces Seed Decay and Damping-Off—2% Ceresan generally protects the seed against decaying in cold, wet soil and the young seedling against damping-off during the early stages of its life. That's why treated seed usually produces a much better stand and yield.

Checks Surface Seed-Borne Diseases—2% Ceresan also reduces the losses in stand caused by such surface seed-borne diseases as anthracnose and angular leaf-spot.

Improves Stands and Yields—2% Ceresan treated seed in forty tests on farms in several cotton-growing states produced almost 60% better stand before chopping than untreated seed. After chopping, the treated rows still had nearly 30% more plants than the untreated rows. At picking time, the treated rows outyielded the untreated by 16.2%. Almost one-sixth more seed cotton as a result of seed treatment with 2% Ceresan.

Tests made by the Experiment Stations in the cotton-producing states show results with 2% Ceresan closely corresponding to those obtained on these farms.

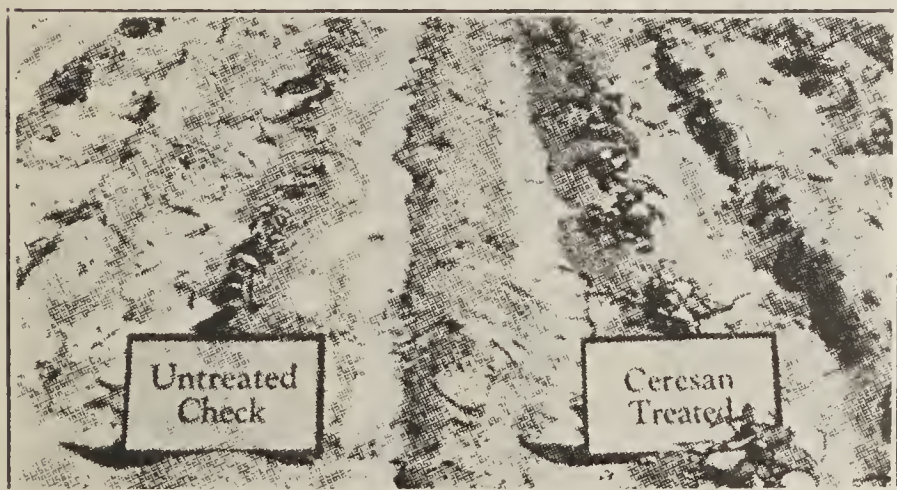
Permits Earlier Planting—2% Ceresan, by protecting the seed from decay and by reducing damping-off or sore-shin, enables you to plant earlier with greater possibility of securing a paying stand of cotton. Also, early planting is one method of getting ahead of the boll weevil.

Less 2% Ceresan Seed Needed—2% Ceresan treated seed, because it is protected against the soil rots and seed-borne diseases, can be planted at a lower rate per acre, with better assurance of obtaining a full stand. Many growers plant from one-fourth to one-third less 2% Ceresan treated seed per acre than untreated seed.

INCREASES YIELDS

Treatment Inexpensive—2% Ceresan costs only nine to fourteen cents per bushel of seed. Compared with the improvement in stands and increases in yields obtained from the treatment, this small cost is almost negligible. In fact, by planting one-third less seed the saving in seed alone pays the cost of the treatment several times over.

MERITS OF 2% CERESAN TREATMENT



2% Ceresan treated seed produced 32.4% better stand than the untreated seed

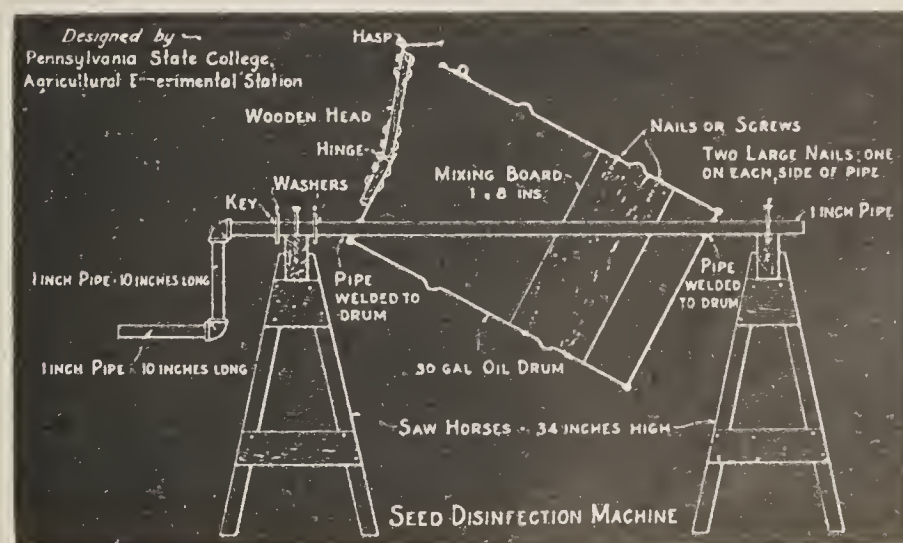
Simple, Easy Treatment—2% Ceresan disinfection of cotton seed is simple, easy and practical. Three ounces of 2% Ceresan dust treat one bushel of cotton seed. The seed and the 2% Ceresan are placed in a discarded milk can, clean calcium arsenate drum, or a rotary treater and agitated together for three minutes to coat the seed.

Treat in Spare Time—2% Ceresan treatment may be made any time after the seed is thoroughly dried and cured and before planting. You may make the treatment in your spare time and store the treated seed until the planting season.

Harmless to Seed—2% Ceresan, when used as directed, is harmless to cotton seed. Treated seed is not in danger of reinfection from contaminated sacks, bins or planters. Use 2% Ceresan to increase your cotton profits.

Inexpensive Home-Made Treater

THE inexpensive home-made treater illustrated below may be used to dust cotton seed. Only 3 ounces of 2% Ceresan are required per bushel of lint-covered seed.



This effective duster can be made from a 30-gallon oil drum at a cost of \$2 to \$5

EXPERIMENT STATIONS RECOMMEND 2% CERESAN

U. S. Dept. of Agriculture—"The most effective dust disinfectants are some of the organic mercury compounds. Seed treated with these dusts at the rate of 4 ounces per bushel has given excellent stands of cotton with a minimum of blight-infected seedlings. The dust treatment is simple and inexpensive."

Georgia—"Ceresan . . . recommended for dusting cotton seed. Ceresan has given uniformly increased germination counts, controls angular leaf-spot, and the yields are equal to those of any of the other treatments. This product is quite cheap . . ."

"... Seed treatment with Ceresan dust increased the percentage of seed producing seedlings, especially for the early planting.

"Treating the seed with Ceresan dust improved stands for most methods, rates and dates of planting . . ."

RUSSELL-HECKLE'S PURE BRED COTTON SEED



RUSSELL-HECKLE SEED CO.

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